



Society of Exploration Geophysicists
The international society of applied geophysics

IQ Earth
quantitative subsurface
integration

IQ Earth – Measures of Success

By 2015, there will be:

- General acceptance of the quantitative earth model paradigm by industry and academia
- Inclusion of geology, geochemistry, petrophysics, geophysics and reservoir engineering in the quantitative earth model
- Increased academic emphasis on quantitative geoscience
- Increased academic emphasis on geological fundamentals within the geophysics program
- More integrated geoscience departments at universities
- Increased number of students graduating with integrative quantitative geoscience expertise
- Shift in academic research towards integrative quantitative technology
- Increased papers and presentations by oil companies on the quantitative earth model value proposition and related technology development
- A realization that broad participation by the subsurface community will yield greater benefit than relying solely on internal proprietary technology development
- Increased development and commercial offering of integrative methodologies by the service sector, developed to meet customer requirements
- A new vocabulary, replacing "integration" and "interpretation"
- SEG Continuing Education and Distinguished Instructor courses
- SEG Publication (joint with SPE and AAPG) that will be a popular reference treatise and university text.